

Carlsberg Colosseum



PUBLICIS MODEM



The idea:
Carlsberg Colosseum

Carlsberg Colosseum is where musicians can put their skills to the test on a global scale.

Here they will upload clips of themselves playing their part of a classic rock song and open themselves up to world wide scrutiny.

What could demand more courage than that?

How will it work?

Individual musicians upload clips onto the site – but playing only their chosen instrument and their part of the popular rock song.



What happens next?

Put a virtual band together

This is the main area of interaction for this concept.

Non-playing members of public can visit the site and select their favourite musicians from the uploaded clips – the system will then play them all together at the same time – recreating the rock song in full.



How will it work?

In order to put their virtual band together, people browse through the uploaded clips and pick the musicians they like.

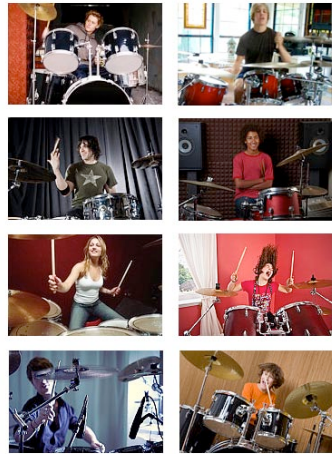
They can play around with a huge number of combinations to get the best results.

Preview musicians clips:

Singer clips



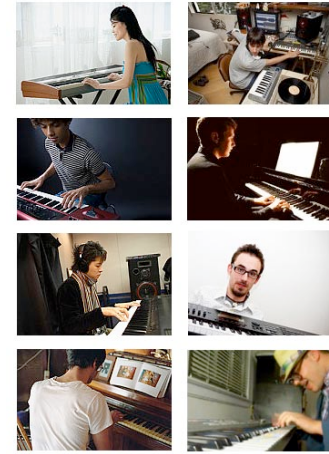
Drummer clips



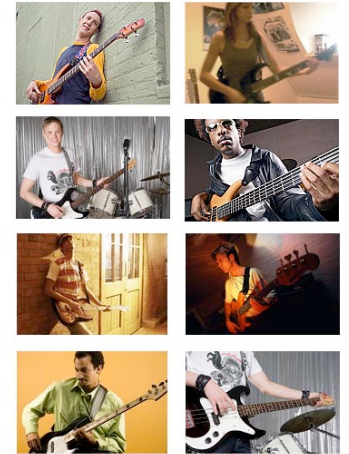
Guitarist clip



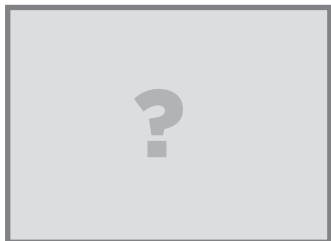
Keyboardist clips



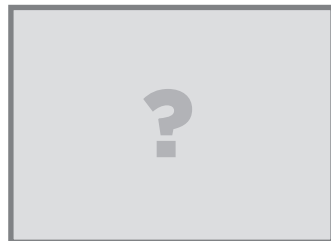
Bassist clips



Then select which musicians you want for your band:



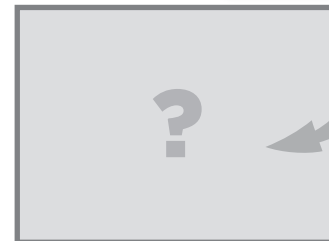
Vocals



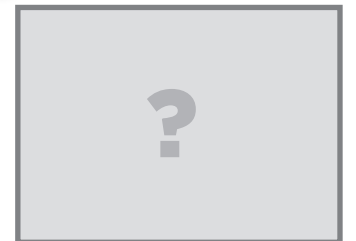
Drums



Guitar chosen ✓



Keyboard



Bass

Site concept visual

The image shows a web browser window with a search bar containing "Google". The main content area is a promotional page for "Carlsberg COLOSSEUM". At the top, the Carlsberg logo is centered above the word "COLOSSEUM" in large, bold, yellow letters. Below this, it says "NOW PLAYING: CHRIS BOYD'S BAND". The central focus is a video player showing a collage of musicians: a guitarist, a keyboardist, a singer, a bassist, and a drummer. The video is flanked by stacks of large black speakers. The background is a dark stage with green spotlights. At the bottom, there are four main call-to-action buttons: "SUBMIT YOUR TRACK", "LISTEN TO BANDS", "PUT A BAND TOGETHER", and "POWERED BY YouTube". On the left, it says "IN ASSOCIATION WITH the KILLERS". On the right, there is a "LOGIN" link. The overall aesthetic is that of a live music event.

LOGIN >

Carlsberg

COLOSSEUM

NOW PLAYING: CHRIS BOYD'S BAND

HAVE YOU GOT THE COURAGE TO PUT YOUR MUSIC SKILLS TO THE TEST ON A GLOBAL SCALE?

CHECK OUT THE BEST AND BRIGHTEST MUSICAL TALENT FROM AROUND THE WORLD AND PUT TOGETHER A BAND OF YOUR OWN.

IN ASSOCIATION WITH **the KILLERS**

SUBMIT YOUR TRACK **LISTEN TO BANDS** **PUT A BAND TOGETHER** **POWERED BY YouTube**

Further interaction

Performances by the 'virtual bands' then appear on the site where they can be heard and rated by other viewers.

Chris Boyd's band



5,000 ratings.

Ranked 1st place

Further interaction

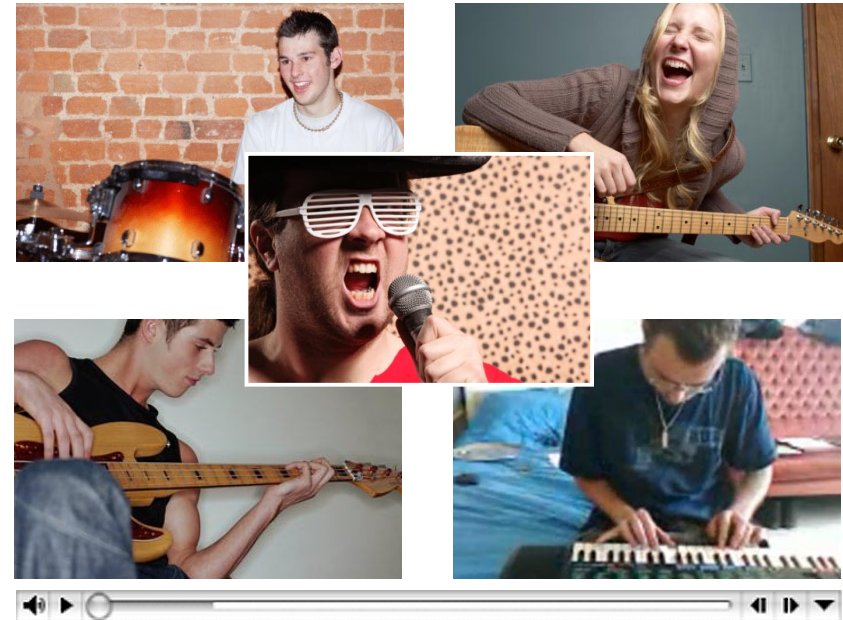
Visitors can also hear the best (most selected) of all the musicians playing together – or the worst and everything in between.

If you are a musician you can find your level, good or bad, very easily.

Show me the highest rated musicians playing together.



Show me the lowest rated musicians playing together.



Further interaction

In a separate section musicians can upload more unexpected and alternative instruments to give people the opportunity to experiment with more unusual sounds.

Singers clips



Drummers clips



Guitar



Other instruments clips



clips



What's in it for the band?

The most highly rated band at the end of the campaign is brought together **for real** to play live around the world.

Chris Boyd's band live

Chris Boyd's band



★★★★★ 5,000 ratings.

Ranked 1st place



Viral spread

Facebook newsfeed

The video of the band you have put together is posted on your Facebook homepage.

Here your friends will see it, encouraging them to get involved.



The image shows a screenshot of a Facebook profile for Chris Boyd. The profile header includes the name "Chris Boyd" and navigation tabs for "Wall", "Info", "Photos", and "Boxes". Below the header is a text input field labeled "Write something..." and an "Attach:" button with icons for photo, video, link, and document. A post by Chris Boyd is highlighted with a pink border, containing a small profile picture, a video thumbnail, and the text "Chris Boyd just put together a rock band! Hear them play Mr Brightside by The Killers". Below the post is a timestamp "08 January at 15:49" and interaction options "Comment · Like · Share". Another post by Kristiana Godfrey is partially visible below, with text "Contact please dear bro of mine Sounds like the mozy repellent was handy! Hope of it has, ie. poisonous bites or chronic poos!! Big" and a timestamp "17 January at 16:32". The left sidebar of the profile shows a profile picture of Chris Boyd and links for "View Photos of Chris (184)", "View Videos of Chris (2)", "Send Jan a message", and "Poke Jan". At the bottom of the sidebar is an "Information" tab.

Partnership with Youtube

The videos could be hosted on Youtube and the project conducted in partnership with them. This would enable us to get more exposure for the campaign at reduced cost.

The screenshot shows a YouTube video player for a performance by Chris Boyd's band. The video is titled "Chris Boyd's band" and is from the channel "Carlsberg Centre Stage", dated 04 February 2010. The video player shows a collage of band members: a guitarist, a keyboardist, a singer, a bassist, and a drummer. Below the video player, there are 195 ratings (5 stars) and 2,787 views. The page includes standard YouTube navigation and sharing options (Favourite, Share, Playlists, Flag) and social media links (Facebook, Bebo, MySpace). On the right side, there is a "More From: Carlsberg Centre Stage" section and a "Related Videos" section with several video thumbnails and titles, such as "Me singing 'Replay' by IYAZ" and "me singing replay by sean kingston".

Extra feature

Automated music video maker

From the selected clips of the musicians, the system could automatically generate a music video.



Ways in to the campaign



Get music forums and bloggers to promote Centre Stage on their sites.

Get up on stage, virtually



If you think you've got what it takes to be in a band and perform in front of millions, then Carlsberg are giving you the opportunity to show it.

January 13, 2010 | Posted by mark at 5:33 PM | Comments (1)



General
Moderators: Official.NPI.Guy, Guitar Man Sam
Users browsing this forum: None

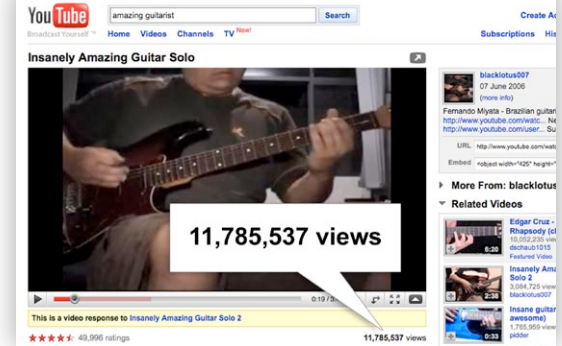
newtopic Now Play It Forum Index -> General Mark all topics read

Topics	Replies	Author	Views	Last Post
Get up on stage and play to the world, virtually	155	Mudbug	3813	Mon Jun 30, 2010 5:17 pm Marked as read
Now Play It Editor	142	ScottMassey	3396	Sun Apr 13, 2010 8:09 am Marked as read
Rar Chords	00	Rozaru	2138	Tue Mar 04, 2008 9:40 am

Postings on music tutorial site forums.



Tap into the existing fan base on Facebook and create a new event tab.



Make use of the guitar solo phenomenon on Youtube.

Pay a musician to overlay one of their videos with a personal message leading to the Centre Stage site.

